

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: September 2009

Noteworthy Updates

During the month of September over 7,300 calls were handled by 2-1-1 Resource Specialists and over 12,300 health, housing and human service referrals were distributed. Of the unduplicated callers, 80% were female, 33% were single headed households with minor children, and 32% were disabled. This month, the Housing database passed the 70,000 unit mark as we reached out to additional landlords to list their properties.

As we neared the 20th anniversary of the Loma Prieta earthquake and the 19th Anniversary of the Oakland-Berkeley Hills Firestorm, Eden I&R increased its emergency preparations. We installed an antenna for ham radio use; tested the Telecommunications Service Priority phone service; carefully investigated the web-based ReliefPoint system that was used by the Southern California 2-1-1 centers during their recent wildfires; and attended numerous preparedness conferences and meetings.

2-1-1 Alameda County is currently prepared to respond to an H1N1 pandemic, should one arise in the Bay Area. Agency staff are in constant contact with the Alameda County Public Health department, the health experts who will be providing the most comprehensive and current H1N1-related information for the public via 2-1-1.

As federal Stimulus dollars were anticipated to reach the Bay Area next month, Eden I&R staff were involved in numerous meetings with countywide government and CBO service providers who will be distributing housing and housing related benefits to individuals and families. Eden I&R will participate in HPRP activities in a variety of ways including doing pre-assessments over the 2-1-1 phone lines.

In terms of funding, Union City elected officials recently approved that city's investment in 2-1-1 this year. This brings the total to 12 cities financially supporting 2-1-1, with only 2 cities (Piedmont and Fremont) not contributing to the public/private partnership thus far this fiscal year. We thank all of our financial partners who have been able to invest in 2-1-1 despite the current economic climate.

Call Information

Call Examples	~ An Oakland resident called seeking low-cost vision services because she no longer has vision coverage through Medi-Cal. She was referred to West Oakland Health Center, La Clinica de la Raza Family Optical Services, and the UC Berkeley School of Optometry Eye Care Center.
	~ A Piedmont resident called seeking information on assistive hearing devices for the hearing impaired. He was referred to the Center for Independent Living, Center for Assistive Technology, and the Oakland office of the California Department of Rehabilitation, Deaf and Hard of Hearing Services Department.
	~ A 20 year old former foster youth from Newark called seeking shelter. He was given referrals to CityTeam Ministries, East Oakland Community Project, Covenant House, Fred Finch Youth Center, Genesis Project, Abode Service's Project Independence Program, and Pivotal Point Youth Services.
	~ A disabled senior from Dublin called seeking food programs to supplement her food stamps. She was referred to Children's Emergency Council, Tri-Valley Haven Food Pantry, Tri-Valley Church of Christ, and the Alameda County Community Food Bank.
	~ A San Lorenzo resident called looking for a job training program for her 19 year old son. She was given referrals to Vallecitos CET, Youth Uprising, East Bay Conservation Corps, Job Corps, Cypress Mandela Training Center, Inter-City Services, and East Bay Works.
	~ A senior from Castro Valley called looking for information on how to apply for Veteran's survivor benefits. She was referred to the Veteran's Service Office and to Legal Assistance for Seniors.
	~ A Berkeley resident called looking for assistance with this PG&E bill. He was referred to the City of Berkeley HEAP Program.
Staff Inservice Training Sessions	~ Everyone Home/HPRP Program In-House Training
	~ Tri-Valley Haven In-Service Training
	~ Veteran's Service Office In-Service Training
	~ Spontaneous Disaster Volunteer Database In-House Training

Resource Information And Technology Updates

Services Database	~ Six (6) new agencies were added to the services database this month.
	~ The services database contains 983 agencies and 2,462 programs.

EDEN I & R, Inc.

Services Database	~ The process of updating the 2010 Big Blue Book continues, with 647 agencies in the directory, 510 have been updated.
	~ The web-based system ReliefPoint was demonstrated for Eden I&R supervisors as a possible way of tracking disaster related services and activities in such a way as to allow other 2-1-1 centers to have access to our data, in real time. This would allow a back up system of other 2-1-1 call centers to answer Alameda County calls due to staff illnesses; call volume extremes, etc. ReliefPoint was used successfully during the Southern California wildfires but it is very expensive (\$10,000 to purchase plus \$1,000/yr).
Housing Database	~ The Housing database contains 70,361 Total Housing Units.
	~ 734 new units were added this month.
Technology	~ Housing Subscriptions (mail, PDF & OHIP) with the inventory of available units in Alameda County were sent to Community Based Organizations in Alameda County and San Francisco County.
	~ Staff conducted a test of the Staff Emergency Notification list serve, which will go to text messages on cell phones and home email addresses.
	~ Began modifications to Eden I&R's Client Database in preparing for 2-1-1 to act as a point of entry for the countywide Homeless Prevention and Rapid Re-housing Program.
	~ An antenna for the agency's ham radio was installed on the rooftop for disaster/emergency communications.
	~ Upgraded FileMaker Server software to Version 10. Began process of upgrading client software on all workstations.
	~ Staff completed routine maintenance and trouble-shooting of work stations and servers such as the installation of software and Operating system updates, virus and spy ware scans, hardware maintenance, etc.
	~ Staff completed routine maintenance and updating of databases, call center software, and the agency's web site.
	~ During the month the agency experienced a brief power outage which enabled staff to test battery and server back up systems for answering 2-1-1 calls.
~ Staff tested Telecommunications Service Priority, whereby staff will be able to make phone calls, when the phone service is overloaded in a disaster.	

Outreach/Public Information Activities

Meetings	~ Staff attended a meeting of the Alameda County Emergency Shelter Committee to discuss 2-1-1 and learn about changes to existing shelter programs.
	~ Various staff participated in numerous countywide and city specific HPRP meetings in preparation for direct services to eligible individuals and families. Many internal agency meetings were also held to integrate, as best we can, the HPRP procedures with the variety of programs already provided by Eden I&R (each of which comes with its own requirements).
	~ Staff facilitated a meeting with key partners in disaster recovery in an effort to create an Alameda County Disaster Coalition of Agencies.
	~ Numerous meetings were attended related to the H1N1 virus so that the agency can stay abreast of the newest information locally, regionally, statewide and nationally. The Executive Director attended a full day conference convened by the Red Cross called "Preparing for Pandemic Flu Through Cross Sector Collaboration." This San Francisco based conference brought together private and public sector leaders from throughout the Bay Area to discuss the myriad of ways we can assist each other before and during a flu pandemic. 2-1-1 was mentioned as a public communication system through which many people, particularly vulnerable populations, will rely on receiving information (e.g., rumor control, affirmation of what they heard via the media, etc.).
	~ As a member of the Alameda County Emergency Food and Shelter Program Local Board, staff participated in the Annual Open Meeting announcing the Phase 28 funding process.

EDEN I & R, Inc.

Meetings	~ The agency is in the process of holding ongoing meetings with internal staff as we update and modify the agency's disaster response plans to more closely relate to a pandemic situation, as opposed to an earthquake, for example. The Board of Directors is also involved since personnel policy exceptions or modifications may be needed (e.g., related to sick leave).
	~ Staff participated in the Building Blocks for Healthy Babies, Healthy Families, Healthy Communities Conference which focused on the goal and ways of achieving health and social equity in all areas of Alameda County.
	~ The Housing Outreach Coordinator attended Rental Property Owner briefings facilitated by the Oakland Housing Authority and the Rental Housing Association of Northern Alameda County to explain the benefits of listing their rental properties with 2-1-1.
	~ A statewide webinar was held for all 2-1-1 centers to discuss how best to promote 2-1-1 in a consistent manner (e.g., similar logos and outreach materials) without losing the local 2-1-1 marketing focus that can vary from county to county (e.g., multilingual and cultural targeted materials).
	~ The Executive Director began the process of identifying the two co-sponsors for the 2010 edition of The Big Blue Book. Since this directory sold out early this year we are confident that co-sponsors will be relatively easy to secure. Many of the agency advocates that call 2-1-1 on behalf of their clients also rely on The Big Blue Book at their offices.
	~ Preliminary meetings were held related to the 2010 Census. Since 2-1-1 receives approximately 400 calls a day from primarily under-counted populations, it is our intention to assist in educating and encouraging our callers to participate in the next census count.
	~ Staff participated in the first quarterly Medical and Health Preparedness Strategic Visioning meeting for Alameda County, two of the strategic activities of the project involve communications which 2-1-1 is partner in providing support.
Fairs/Events/ and Outreach	~ Staff hosted booths at seven events to inform the community about the 2-1-1 service: City of San Leandro's 12th Annual Senior Resource Fair; Alameda County Commission on Aging's 8th Annual Healthy Aging Fair; Oracle Employee Health and Benefits Fair; Newark Days' People, Pride, and Progress (2-day event); Castro Valley Educational Foundation Health and Fitness Fair; CFC Norcal 2009 Oakland Kickoff; and City of Hayward's Annual Wellness and Infifest.
	~ 2-1-1 materials were made available at Greater St. John Missionary Baptist Church's 1st Annual Block Party and Alameda County Labor Council's Labor Day BBQ.
	~ Staff gave a presentation and distributed 2-1-1 materials to Chinese residents of the Hotel Oakland Senior Facility.
	~ Staff was a panelist at the Affordable Housing Management Association of Northern California, Nevada and Hawaii Annual Conference session on "Helping our Clients through tough economic times" and described the assistance available through 2-1-1 .
	~ Alameda County Supervisor Scott Haggerty included information about 2-1-1 in his September 2009 Newsletter.
	~ 2-1-1 flyers/cards/magnets were given for placement on counters at 16 Pleasanton Unified School District schools, and electronic 2-1-1 flyers were emailed to 9 schools for inclusion into their e-newsletter and/or website.
	~ The Executive Director made a presentation at the San Leandro Lion's Club which resulted in expanded outreach to incarcerated youth.
	~ A new Comcast PSA was tapped, that will air in October, that focuses on using 2-1-1 to strengthen volunteerism. This month's Comcast PSA relates to landlords and agencies updating their records with Eden I&R so that the information provided to the public remains current. This benefits the public, the agency and the landlord/CBO or government department.
	~ Staff facilitated in-service presentations on the 2-1-1 program for the Cesar Chavez Middle School YEP parents (Youth Empowerment Program) and for the South Hayward Coalition of Churches.

EDEN I & R, Inc.